



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

Contract / Revision	Alt Order #
577166 /	
Product	
Matheson for Congress 2012	
Contract Dates	Estimate #
09/24/12 - 09/30/12	12124
Advertiser	Original Date / Revision
Matheson/D/Congress	09/24/12 / 09/24/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
KSTU	Kent Carbon
Special Handling	
Demographic	
Adults 25-54	
IDB#	Advertiser Code
	Product Code
Agency Ref	Advertiser Ref

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
N 1	13	09/24/12	09/30/12	M-F 530a-6a	530a-6a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$250.00
		Week: 09/24/12	09/30/12	---T---				1	\$250.00		
N 2	13	09/24/12	09/30/12	M-F 6a-7a	6a-7a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$375.00
		Week: 09/24/12	09/30/12	----F--				1	\$375.00		
N 3	13	09/24/12	09/30/12	M-F 7a-8a	7a-8a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$375.00
		Week: 09/24/12	09/30/12	-T-----				1	\$375.00		
N 4	13	09/24/12	09/30/12	Su 7a-9a	7a-9a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$250.00
		Week: 09/24/12	09/30/12	-----S				1	\$250.00		
D 5	13	09/24/12	09/30/12	M-F 4p-5p	4p-5p		:30			NM	0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$0.00
		Week: 09/24/12	09/30/12								
N 6	13	09/24/12	09/30/12	M-F 530p-6p	530p-6p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$1,000.00
		Week: 09/24/12	09/30/12	-1-1---				2	\$500.00		
N 7	13	09/24/12	09/30/12	M-F 9p-1005p	9p-1005p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$4,200.00
		Week: 09/24/12	09/30/12	--1-1--				2	\$2,100.00		
Totals										8	\$6,450.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	8	\$6,450.00	\$5,482.50
Totals	8	\$6,450.00	\$5,482.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Station Order Revised Add to Schedule

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

Contact: Kent Carbon

Phone: 801-532-1300

Email: kent.carbon@fox13now.com

Fax: 801-536-1334

Direct: 801-536-1338

KSTU-TV

Program Name	DP	Length	Days	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KSTU 5:30a News	EM	M-F	\$250.00					1			1
5:30 AM	6:00 AM	30	\$250.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 6a News	EM	M-F	\$375.00					1			1
6:00 AM	7:00 AM	30	\$375.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
KSTU 7a News	EM	M-F	\$375.00		1						1
7:00 AM	8:00 AM	30	\$375.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
Sunday 7a News	EM	Su	\$250.00					1			1
7:00 AM	9:00 AM	30	\$250.00								
KSTU 5:30p News	EN	M-F	\$500.00	1		1					2
5:30 PM	6:00 PM	30	\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 9p News	LN	M-F	\$2,100.00		1		1				2
9:00 PM	10:00 PM	30	\$4,200.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Station Gross Totals			\$6,450.00	2	1	2	2		1		8

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/24/2012 11:12:30 AM

KSTU-TV

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KSTU 7a News	EM	M-F	\$375.00		1						1
7:00 AM	8:00 AM	30	\$375.00								
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Sunday 7a News	EM	Su	\$250.00				1				1
7:00 AM	9:00 AM	30	\$250.00								
KSTU 5:30p News	EN	M-F	\$500.00		1		1				2
5:30 PM	6:00 PM	30	\$1,000.00								
				Sold out at LUR per KSTU. Move to L1 to clear.							
KSTU 9p News	LN	M-F	\$2,100.00			1		1			2
9:00 PM	10:00 PM	30	\$4,200.00								
				Sold out at LUR per KSTU. Move to L1 to clear.							
Station Gross Totals			\$6,450.00		2	1	2	2		1	8

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Date/Time Sent: 9/24/2012 11:12:30 AM

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